



Chicagoland household-name office supplies company is wowed by sales-i's intuitive and extensive functionality and outstanding service levels

Business Sector
Office Supplies Company

Business Challenge

To find an integrated sales and customer intelligence solution that interfaced with DDMS to deliver customer buying behavior alerts on cell phones and blackberries

Business Benefits

Immediate analysis of sales data that is uncovering new sales opportunities instantly actioned via cell phones out in the field

sales-i is a 'Must Have' According to **Chicago Office Products Company**

Chicago Office Products Company (www.chicago-op.com), COPCO, is one of the latest US office supplies companies to sign up for sales-i's award-winning sales acceleration service. COPCO president, Kenneth Henderson, is already effusive in his praise for the product and its exceptional service levels.

As one of the largest and most established independent office supply dealers in Chicagoland, COPCO is a single-source discount office supplier carrying over 55,000 products with over 33 locations coast to coast. COPCO's president came across sales-i at the recent United Vision show and was stopped in his tracks as he realised the immediate benefits he and his sales reps could enjoy from this real-time sales intelligence service. Ken explains, "What first caught my attention was that sales-i is integrated into DDMS, that it is available on cell phones and Blackberries and that it provides instant visibility of customer buying behavior, alerting sales reps and sales manager to any changes allowing them to act accordingly. A closer look revealed that it also offers rather cool CRM functionality and interfaces with programs like Outlook and Sales Force. What's more it is very affordable, too."

Ken took little time to sign up to the sales-i service and two weeks down the line he is reaping early rewards, "After seeing one demonstration of sales-i at the United Vision show I was totally amazed by the functionality and ease of use. Plus, when I found out that sales-i had such formidable DDMS expertise as Carol Brown on the team, I couldn't wait to get my hands on the product." Ken continues, "We have already seen many enhancements and we have only been using sales-i for a couple of weeks. My VP of sales and my sales reps are all very excited about the product. Being able to quickly analyze our sales data will help us to uncover many sales opportunities that did not realize we were missing. We are going to make lots of money with this product!"

Ken summarises, "With dealers giving sales-i input on what we need and the expertise that they have available to them, I can see that sales-i will quickly evolve into a "must have" tool for any dealer that has a DDMS system."



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